

That which is claimed:

1. A method comprising:
receiving a first result set, the first result set comprising a first plurality of article identifiers;
receiving a second result set, the second result set comprising a second plurality of article identifiers; and
creating a third result set, the third result set based at least in part on the first result set and the second result set.
2. The method of claim 1, further comprising creating the first result set.
3. The method of claim 1, further comprising creating the second result set.
4. The method of claim 1, wherein creating the third result set comprises creating a modified version the first result set based at least in part on the second plurality of article identifiers.
5. The method of claim 1, wherein creating the third result set comprises creating a modified version the second result set based at least in part on the first plurality of article identifiers.

6. The method of claim 5, wherein modifying the second result set comprises sorting the second plurality of article identifiers in the second result set based at least in part on a sort order of the first plurality of article identifiers in the first result set.

7. The method of claim 6, wherein sorting the second plurality of article identifiers comprises:

identifying a first article identifier in a first position in the first result set;

identifying the first article identifier in a second position in the second result set;

and

relocating the first article identifier to the first position in the second result set.

8. The method of claim 7, wherein modifying the second result set comprises deleting at least one of the second plurality of article identifiers from the second result set.

9. The method of claim 8, wherein deleting at least one of the second plurality comprises deleting at least one of the second plurality based at least in part on an event associated with the article identifier in the first result set.

10. The method of claim 8, wherein the at least one of the second plurality of article identifiers comprises an article identifier in the first plurality of article identifiers for which a lack of interest has been indicated.

11. The method of claim 1, wherein creating the third result set comprises modifying the first result set.
12. The method of claim 1, wherein creating the third result set comprises:
 - identifying a first article identifier in the first result set that is not in the second result set;
 - identifying a second article identifier in the second result set that is not in the first result set;
 - creating the third result set as a copy of the first result set; and
 - replacing the first article identifier in the third result set with the second article identifier.
13. The method of claim 1, further comprising comparing the first result set to the second result set.
14. The method of claim 1, further comprising causing the display of the third result set in place of the first result set.
15. The method of claim 1, wherein the third result set comprises at least a pre-determined percentage of the first plurality of article identifiers.
16. The method of claim 1, further comprising receiving a length of display time for an article identifier in the first plurality of article identifiers.

17. The method of claim 16, further comprising including the article identifier in the third result set if the length of display time is less than a minimum display time.

18. The method of claim 1, wherein creating the third result set comprises creating the third result set based at least in part on a user activity.

19. The method of claim 1, wherein the third result set comprises no more than a pre-determined quantity of article identifiers not contained in the first plurality of article identifiers.

20. A method comprising:

receiving a first result set, the first result set comprising a first plurality of article identifiers, each of said first plurality of articles comprising a length of display time measure; and

creating a second result set, the second result set based at least in part on the length of display time measure.

21. A method comprising:

obtaining a first result set, the first result set comprising a first plurality of article identifiers;

obtaining a second result set, the second result set comprising a second plurality of article identifiers; and

creating a third result set, the third result set based at least in part on the first result set and the second result set.

22. A computer-readable medium on which is encoded program code, the program code comprising:

program code for receiving a first result set, the first result set comprising a first plurality of article identifiers;

receiving a second result set, the second result set comprising a second plurality of article identifiers; and

creating a third result set, the third result set based at least in part on the first result set and the second result set.

23. The computer-readable medium of claim 22, wherein program code for creating the third result set comprises program code for modifying the first result set based at least in part on the second plurality of article identifiers.

24. The computer-readable medium of claim 22, wherein program code for creating the third result set comprises program code for modifying the second result set based at least in part on the first plurality of article identifiers.

25. The computer-readable medium of claim 24, wherein program code for modifying the second result set comprises program code for sorting the second plurality of article

identifiers in the second result set based at least in part on a sort order of the first plurality of article identifiers in the first result set.

26. The computer-readable medium of claim 25, wherein program code for sorting the second plurality of article identifiers comprises:

program code for identifying a first article identifier in a first position in the first result set;

program code for identifying the first article identifier in a second position in the second result set; and

program code for relocating the first article identifier to the first position in the second result set.

27. The computer-readable medium of claim 22, further comprising program code for creating the first result set.

28. The computer-readable medium of claim 22, further comprising program code for creating the second result set.

29. The computer-readable medium of claim 22, wherein program code for modifying the second result set comprises program code for deleting at least one of the second plurality of article identifiers from the second result set.

30. The computer-readable medium of claim 29, wherein program code for deleting at least one of the second plurality comprises program code for deleting at least one of the second plurality based at least in part on an event associated with the article identifier in the first result set.

31. The computer-readable medium of claim 22, wherein creating the third result set comprises program code for modifying the first result set.

32. The computer-readable medium of claim 22, wherein program code for creating the third result set comprises:

program code for identifying a first article identifier in the first result set that is not in the second result set;

program code for identifying a second article identifier in the second result set that is not in the first result set;

program code for creating the third result set as a copy of the first result set; and

program code for replacing the first article identifier in the third result set with the second article identifier.

33. The computer-readable medium of claim 22, further comprising program code for comparing the first result set to the second result set.

34. The computer-readable medium of claim 22, further comprising program code for causing the display of the third result set in place of the first result set.